

JAN 5 1942

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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# FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK BEGINNING MONDAY, JANUARY 5, 1942

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 5-31	DEFENSE CLINIC Organized to help firms in the belt industry obtain Government orders. Clinic will display samples with blueprints and specifications which any well-equipped belt factory should be able to follow, gathered with cooperation of procurement officers of the U.S. Army Quartermaster and the Air Corps. The Association will tell mfrs. how to qualify to receive invitations to bid or sub-contract on contracts. For further information, contact the Belt Association at above address.	THE BELT ASSOCIATION	1165 BROADWAY
Now Showing 3:00 P.M. Daily Except Sundays	FILM PROGRAMS: "SAFE- TY FOR THE CITIZEN" The Museum of Modern Art is now showing two alternating 45-minute programs of six short films each, all made in England, to show citizens what to do and what not to do in the modern warfare that is striking at cities through air raids. The following films are included in Program I: "Ack Ack", "Neighbors Under Fire", "War and Order", "Mr. Proudfoot Shows a Light", "Stop That Fire", "Musical Poster No. 1". Program II is made up of the following six films: "A Job to Be Done", "They Also Serve", "Citizen Army", "Goofer Trouble", "Shunter Black's Night Off" and "Musical Poster No. 1". Open to public. Publicity: Sarah Newmayer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD ST.
Now Available	TRAVELING EXHIBIT OF TEXTILE DESIGNS Edith L. Hurd, Asst. Dir., Decart School of Textile Design, has assembled a travelling exhibit to illustrate various steps in styling and designing of a dress print, from source material right through painted pattern and printed fabric to final, finished garment. Exhibit available to high schools and colleges outside New York State, on application to School, 105 West 40th Street, LO. 5-4069.	EDITH L. HURD	DECART SCHOOL OF TEXTILE DESIGN
Monday Jan. 5	FORMAL OPENING OF NEW YORK'S SPRING MARKETS The Fashion Originators Guild announces that the new Spring Collections of its members will be at their peak by Jan. 5th. Efforts are being made to insure early delivery of Spring merchandise to stores.		
Beginning Monday Jan. 5	1ST SHOWING SPRING COLLECTIONS <u>NOTE:</u> For your convenience, all 10 Sportswear Guild Openings are listed as a unit. The regular chronological listing of events is resumed below. <u>JAN. 5</u> MUTUAL-ROSENBLOOM CORP. 498 7TH AVE. STAR-MAID DRESSES INC. " " " SAM STEINBERG & CO. " " " <u>JAN. 8</u> DAVIDOW 550 7TH AVE. ZOLTAN ROSENBERG " " "	SPORTSWEAR GUILD MANUFACTURERS <u>JAN. 6</u> ADLER & ADLER INC. 550 7TH AVE. DAVID M. GOODSTEIN " " " KANE-WEILL 498 " " CHARLES W. NUDELMAN 550 " " SPORT-CRAFT INC. " " "	INDIVIDUAL SHOWROOMS
Monday Jan. 5, 6, 7, 8	NATIONAL SHOE FAIR	SHOE MFRS.	STEVENS HOTEL CHICAGO



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 5 On....	CALIFORNIA COLLECTIONS <u>NOTE:</u> As we go to press, these houses have booked into New Yorker. Others may arrive later. Call ME. 3-1000 for appointment with representative. IRENE BURY VIOLA DIMMITT STYLE GARMENT CO. LUCY THORNE, Mr. Ed. Casebier SUN ROSE SPORTSWEAR, Mr. Ned Weber BRAUN KNIT WEAR CO., Mr. J. Pommer	AT CALIFORNIA CLASSICS, Mr. Ben Hoelscher CAMPUS MODES CO., Mr. Wittenberg ECLIPSE BLOUSE CO. " S.R.L. MFG. CO., " WILSON'S OF CAL., Mr. Wilson BREITSTEIN MFG. CO., Mr. Billy Newman	HOTEL NEW YORKER
Monday Jan. 5 1:00 P.M. Luncheon	"HER DAY" LUNCHEON FASHION SHOW Second in series of six luncheon fashion reviews staged by Arnold Constables three for benefit of B.A.A.C.; and three for Free French Relief Committee. Theme of Jan. 5th showing: "Her Day" as interpreted by the College Girl, including a forecast of fashions for a model Civilian Defense Unit to be set up at Bennington College. Open to public. Luncheon, \$2. Press by invitation. For reservations call PL. 3-8837. Arnold Constable Publicity: Lucille Shearwood, CA. 5-2300, Ext. 202. Coq Rouge Publicity: Mrs. Monty Snowden, PL. 3-9284.	ARNOLD CONSTABLE FOR B.A.A.C.	COQ ROUGE 65 EAST 56TH ST.
Monday Evening Jan. 5 7:45- 9:15 P.M.	OPENING OF FASHION COORDINATION COURSE All-star course given under direction of Clayton Gibbs. Claire Lang of Franklin Simon will be opening speaker. Guest-lecturers for succeeding sessions will be Eunice Johnson and Elizabeth Patrick of L.S. Ayres & Co., Alexandra Potts of Bride's Magazine, H. Stanley Marcus of Neiman Marcus, Kathleen Grealish of Bonwit Teller, Mildred Wall of R. H. Macy, and Ruth Waltz of Bamberger's. Course continues through March 16th. For further information, consult Elizabeth Weatherby, PL. 3-0773.	TOBÉ-COBURN SCHOOL FOR FASHION CAREERS	ONE WEST 57TH ST.
Tuesday Jan. 6 10:00 A.M.	PRESENTATION OF FASHION ORIGINALS An Americana showing of Bender & Hamburger originals by Designer, Margo Gaudiosi. Coordinated Shoe Fashions for spring by Newton Elkin. Open to Trade and Press, by invitation. Publicity: Mr. Milton Stern, CH. 4-0450.	BENDER & HAMBURGER	498 SEVENTH AVE.
Tuesday Morning Jan. 6	1ST PRESENTATION: NEW SPRING COLLECTION For further information, contact: Morris Kallman, LO. 5-5568.	BELLE SUTTON, INC.	498 SEVENTH AVE.
Beginning Tuesday Jan. 6	FIRST SHOWING: NEW SPRING COLLECTION Traina-Norell announces the first showing of their complete Spring Collection on Tues., Jan. 6th. Part of the Collection, including resort fashions, may be seen now. Admission by appointment only. LO. 5-6166. Publicity: Mr. Joseph Ryle, PL. 3-6744.	TRAINA-NORELL	550 SEVENTH AVE.
Tuesday Jan. 6 1:00 P.M.	RITZ LUNCHEON FASHION SHOW Walter Florell will present new Hat Fashions at the luncheon review in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL, HATS	RITZ CARLTON HOTEL OVAL ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 6 6:30 P.M.	PRIVATE SHOWING: BRAMLEY COLLECTION Cocktail showing of Franklin Simon's new Spring Bramley fashions, to buyers of out-of-town stores carrying Bramley label. Strictly by invitation. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	5TH AVE. AT 38TH ST.
Tuesday Jan. 6 7:45 P.M.	TALK ON "SELLING COTTON FASHIONS" Virginia Jewel of Cotton Textile Institute will address students of the Laboratory Institute of Merchandising, store buyers and the Fashion Press. Subject, "Selling Cotton Fashions". Miss Jewel will discuss war influences, illustrated with cotton fashions on mannequins. Publicity: Cotton Textile Institute, WO. 2-0270.	VIRGINIA JEWEL FOR LAB. INST. OF MERCHANDISING	McALPIN HOTEL COLONIAL ROOM
Tuesday Evening Jan. 6 7:45- 9:15 P.M.	OPENING OF FASHION COPYWRITING COURSE Marjorie Greenbaum, copy chief of Macy's; Lucille Gould, copy writer of Russeks; and Sara Pennoyer, promotion director of Bonwit Teller, will each conduct several consecutive sessions of copywriting and criticism, based on now spring merchandise displayed in class. For further information, consult Elizabeth Weatherby, PL. 3-0773.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	ONE WEST 57TH STREET
Tuesday Evening Jan. 6 8:30 P.M.	METROPOLITAN MUSEUM TELEVISION PROGRAM In tune with the times is the Metropolitan Museum's first Television program of the New Year, "War and Politics", conducted by John Morse and based on and illustrated by the collections of the Museum. Related program for children will be telecast on the preceding Thursday afternoon, at 2:45 P.M. C.B.S. Television Publicity: Wil Marcus, WI. 2-2000.	METROPOLITAN MUSEUM & COLUMBIA BROADCASTING	TELEVISION STATION WCBW
Wednesday Jan. 7 1:00 P.M. Luncheon	SERT ROOM LUNCHEON FASHION SHOW Peggy Roth will present Resort Fashions for day and evening at the weekly Sert Room luncheon fashion showing. Open to public. Luncheon, \$2. Press by invitation. Waldorf Publicity: Ted Saucier, EL. 5-3000.	PEGGY ROTH (400 PARK AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Jan. 7 1:15 P.M.	PRESS LUNCHEON Strictly by invitation. To hear a plan of interest to American Fashion.	GROVER WHALEN	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Wednesday Jan. 7 4:00 P.M.	TIMELY SHOWING OF FREE-ACTION WORK AND UTILITY CLOTHES "Free-Action Work and Utility Garments for Town and Country", designed, created and modeled by students of the Traphagen School. All garments will feature the new patented free-action sleeve of the Free-For-All Co. Prizes awarded for best designs. Commentary by Virginia Jewel, Cotton Textile Institute. Open to Fashion Press, Store Executives, and resident buyers by invitation. Program repeated for Manufacturers, Jan. 8th. Publicity: Ilona Rosenfeld, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASH- ION, COTTON TEXTILE IN- STITUTE & FREE-FOR-ALL, INC.	TRAPHAGEN SCHOOL 1680 BROADWAY
Wednesday Jan. 7 5:30 P.M. Cocktails	5TH ANNUAL WOOL- KNIT FASHION SHOW New Fashions in Knitwear, presented by June Hamilton Rhodes, Bureau of Fashion Trends. Admission by ticket, to invited sportswear and knitwear buyers, stylists, merchandise managers, and members of the Fashion Press. Show goes on promptly at 5:00. Publicity: Mary Anderson (Bureau of Fashion Trends), WI. 7-7476.	WOOL KNIT ASSOCIATES	HOTEL PIERRE 5TH AVE. AT 61ST ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Evening Jan. 7 10:15- 10:45 P.M.	NEW RADIO SERIES: "GREAT MOMENTS IN MUSIC" The new weekly radio series which Celanese inaugurates on Jan. 7th, "Great Moments in Music" will present highlights from the world's best-loved operas, with all-star singing casts. Celanese will establish its own permanent operatic stock company and orchestra, including Jan Peerce, tenor, of the Metropolitan Opera Co., Jean Tennyson, soprano, formerly with the San Carlos and Chicago Civic Opera Companies, Robert Weede, Metropolitan Opera baritone and George Sebastian, internationally famous conductor. Guest stars will appear from time to time. Première Broadcast will present excerpts from Puccini's "La Bohème". Publicity: Mr. Bernard Sobel, LE. 2-5050.	CELANESE CORPORATION OF AMERICA	WABC-CBS NETWORK
Thursday Jan. 8 1:00 P.M. Luncheon	COTILLION ROOM LUNCH- EON FASHION SHOW Resort Originals by Lord & Taylor's talented young designer, Brigrance. Open to public. Luncheon, \$2. Press by invitation. Reservations from Otero. Pierre Publicity: Kathleen Moran, RE. 4-5900.	LORD & TAYLOR	HOTEL PIERRE 5TH AVE. AT 61ST ST.
Thursday Jan. 8	PUBLIC OPENING OF NAT'L ACADEMY GALLERIES Forgotten American art, hidden away for nearly half a century, will be exhumed and placed on public exhibition Jan. 8th, when the National Academy of Design opens its new permanent home. Exhibit includes paintings, sculpture and graphic arts. Formal evening preview for Academy members and friends, on preceding evening, Wed., Jan. 7th. Publicity: Aline Kistler, AT. 9-8508.	NATIONAL ACADEMY OF DESIGN	1083 FIFTH AVENUE (AT 89TH STREET)
Thursday Jan. 8 4:30 P.M.	FUR TRADE PA- TRITIC RALLY Rally arranged by Fur Trade Foundation in collaboration with American Red Cross, to secure cooperation in drive for "1,000 pints of blood to save 1,000 lives". Red Cross Blood Donor Service Publicity: Mr. Taylor, CA. 5-4400.	FUR INDUSTRY BLOOD SUPPLY FOR RED CROSS	PENNSYLVANIA HOTEL GRAND BALLROOM
Friday Jan. 9 10:30 A.M.	FASHION SHOW "Dress Up, Heads Up--American in Every Sense of The Word" is the stirring theme of a fashion show which Bonwit Teller will present before the American Home Department of the Scarsdale Women's Club in the penthouse of their White Plains store. Under direction of Mrs. Eleanor Nash and Miss Sally Dickason of the Bonwit Teller staff. Publicity: Mrs. Nona James, EL. 5-6800.	BONWIT TELLER	WHITE PLAINS STORE PENT HOUSE
Saturday Jan. 10 9:30 A.M.	"TALK OF TEENS" MEETING First "Talk of Teens" meeting of new year will present Club-Coordinator, Betty Seeley, reporting on activities of "Talk of Teens" clubs across the country. Teen Fashions will be modelled, with commentary by Judy Modell. Altman Publicity: Faith Willcox, MU. 9-7000. Talk of Teens Publicity: Betty Seeley (James Hyman Agency), CH. 4-0329.	B. ALTMAN & CO.	"TALK OF TEENS" SHOP 2ND FLOOR



DATEWHAT'S GOING ONGIVEN BYWHERESCHEDULE OF OUT-OF-TOWN SPRING MARKETS

NOTE: We are listing the openings of the out-of-town markets as a group for your convenience. The regular chronological listing of New York events continues below.

Sunday Jan. 11-21	COMBINED MILLINERY MARKET WEEKS	LOS ANGELES & SAN FRANCISCO MFRS.	LOS ANGELES (1/11-1/14) SAN FRANCISCO (1/18-1/21)
Week of Jan. 18-22	SPRING MARKET WEEK	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	BILTMORE HOTEL LOS ANGELES, CALIF.
Weeks of Jan. 18-21 & Jan. 25-28	SPRING MARKET WEEKS Millinery showings, Jan. 18-21; women's ready-to-wear, Jan. 25-28.	SAN FRANCISCO MFRS. & WHOLESALERS' ASSOC.	SAN FRANCISCO, CALIF.
Sunday Jan. 18-20	28TH ANNUAL SHOE SHOW	MIDDLE-ATLANTIC SHOE RETAILERS ASSOCIATION	BENJ. FRANKLIN HOTEL PHILADELPHIA, PA.
Sunday Jan. 18-27	FORT WORTH SPRING SHOWINGS	NAT'L FASHION EXHIBITORS	HOTEL TEXAS FORT WORTH
Jan. 18- Feb. 7	DALLAS SPRING MARKET SEASON	DALLAS MFRS. & WHOLE- SALE MERCHANTS ASSOC.	DALLAS, TEXAS
Sunday Jan. 25-28	SPRING FASHION MARKET	WEST COAST SALES- MEN'S ASSOCIATION	HOTEL ST. FRANCIS SAN FRANCISCO
Monday Jan. 26	CHICAGO SPRING MARKET WEEK	WOMEN'S, CHILDREN'S, INFANTS' WEAR & ACCES- SORIES MANUFACTURERS	MDSE. MART CHICAGO, ILLINOIS
Monday Jan. 26	BOSTON SPRING MARKET WEEK	APPAREL, ACCESSORIES & LEISURE FASHION MFRS.	PARKER HOUSE BOSTON, MASS.
Monday Feb. 2-7	TWIN CITY MARKET WEEK	TWIN CITIES APPAREL & FURNITURE INDUSTRIES	MINNEAPOLIS & ST. PAUL, MINN.
Monday Feb. 2-7	BOSTON MDSE. MART SPRING SHOW	MERCHANDISE MART	HOTEL TOURAINE BOSTON, MASS.
Friday Feb. 6-15	HOUSTON SPRING MARKET WEEK	MFRS. AND WHOLESALER'S COMM., CHAMB. OF COMMERCE	HOUSTON, TEXAS

Week of Jan. 12-16	31ST ANNUAL NRDGA CONVENTION	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL PENNSYLVANIA
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Discussion of important problems confronting store owners and executives.  
Here are some of the outstanding sessions and events:

TUES. AFTERNOON, JAN. 13-- PROBLEMS OF MAIN FLOOR MERCHANDISING

Speakers: Mr. Ephraim Freedman, Macy's Bureau of Standards  
Mrs. Ann Albee, Fashion Director, Arnold Constable  
Mr. F. W. Stuart, Jr., Asst. Gen. Mdse. Mgr., Stern Bros.

WED. MORNING, JAN. 14-- GENERAL MERCHANDISING SESSION

Presiding Officer: C.S. Thompson, V.P. & Gen. Mgr., Jordon Marsh Co., Boston  
Speakers: Mr. Q. F. Walker, Economist, R. H. Macy  
Sir Kenneth Lee, U.S. Rep. Industrial & Export Council, British  
Board of Trade.

Mr. W. D. Hart, Retail Ed., Women's Wear Daily

(Continued on following page)



DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

THURS. MORNING, JAN. 15-- READY-TO-WEAR APPAREL MERCHANDISING SESSION

Director: H. Stanley Marcus, V.P. Neiman Marcus Co., Dallas

Feature attraction: Panel discussion on "The Effect of the War Economy on Style." Chairman: Tobé, Tobé Fashion Service; Vice-Chairman, Dorothy Shaver, Vice-Pres. Lord & Taylor.

THURS. JAN. 15--DAY-LONG SESSION ON PROBLEMS OF RETAIL FABRIC DISTRIBUTION

Speakers: Theodore Felner, R. H. Macy

James Gelbtrunk, Gimbel Bros.

Michael Marriello, Cavendish Trading

Luncheon session (on Pennsylvania Roof) will include fashion show presenting "Clothes for Defense Activities", created from patterns by Advance Pattern Co.; Butterick; Vogue, Hollywood; McCall's and Simplicity, from fabrics by leading fabric manufacturers. Show under direction of Miss Dorothy De Groat, stylist, Fabric Division, and Miss Virginia Carter, Director, Fabric Center, R. H. Macy. Admission \$2. Tickets from NRDGA.

THURS. EVENING, JAN. 15-- CONVENTION BANQUET (Admission \$5.00)

For complete program of events, consult Mr. Hoyt, N.R.D.G.A., Public Relations, CH. 4-7313.

Monday  
Jan. 12

NYSTROM & ZELOMEK  
TO ADDRESS MEETING

ASSOCIATION OF BUYING  
OFFICES, INC.

HOTEL PENNSYLVANIA

Curtain raiser to 31st Annual NRDGA Convention (Jan. 12th to 16th). Dr. Paul H. Nystrom, Prof. of Marketing, Columbia U.; and A. W. Zelomek, Econ., Fairchild Publications, will address Annual luncheon meeting of Association of Buying Offices at Pennsylvania Hotel. Question and answer periods after both addresses. NRDGA Publ.: Mr. Hoyt, CH. 4-7311.

Monday  
Jan. 12  
Through  
Friday  
Jan. 16  
2:30-  
5:00 P.M.  
Daily

INTRODUCING THE  
"SWEATER GIRL OF 1941"

OLYMPIC KNITWEAR INC.

1372 BROADWAY  
4TH FLOOR

Miss Margaret Landry, of Baton Rouge, La., recently chosen "Sweater Girl of 1941" in a nation-wide contest sponsored by Olympic Knitwear, Inc., will model Olympic's new Tish-U-Knit Spring Sweater fashions together with a group of Powers girls. Daily showings (2:30 to 5:00 P.M., for one week), for buyers, stylists, merchandise managers and the Fashion Press. Refreshments and cocktails. Publicity: Miss Shirley Gould (Bert Nevins Associates), MU. 2-9085.

Tuesday  
Jan. 13  
1:00 P.M.  
Luncheon

RITZ LUNCHEON  
FASHION SHOW

JONAI

RITZ CARLTON HOTEL  
OVAL ROOM

Jonai will present new fashions at the Oval Room luncheon showing. Open to public. Luncheon, \$2. Press by invitation. Ritz Publicity: Marion Morrison, PL. 3-4600.

Wednesday  
Jan. 14  
1:00 P.M.  
Luncheon

SERT ROOM LUNCHEON  
FASHION SHOW

NECKWEAR MFRS.

WALDORF ASTORIA HOTEL  
SERT ROOM

Spring Neckwear Fashions will be presented during the luncheon hour in the Sert Room of the Waldorf. Open to public. Luncheon, \$2. Press by invitation. Neckwear Publ.: Dora Miller (International Fashions), AS. 4-5583. Waldorf Publ.: Mr. Ted Saucier, EL. 5-3000.

Wednesday  
Jan. 14  
7:00 P.M.  
On.....

8TH ANNUAL DINNER  
AND FASHION SHOW

NATIONAL ASSOC. OF  
HOUSE DRESS MFRS.

WALDORF ASTORIA HOTEL  
GRAND BALLROOM

"Day-time Fashions For America, 1942" will be theme of this year's presentation by Nat'l Assoc. of House Dress Mfrs., stressing functional as well as fashion aspects of clothes for women living under war conditions.  
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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	according to Mr. Robert S. Pirie, Carson Pirie Scott & Co., Chairm. Retailer-Relations-Committee. Presentation will include authentic defense drill showing garments for workers in defense industries; women at home and in volunteer work. All merchandise available for purchase by stores. Tickets, \$10 each, from Nat'l Assoc. of House Dress Mfrs., 1350 Broadway. Press by invitation. Publicity: Mr. Alfred Minchenberg, LA. 4-8842.		
Thursday Jan. 15	1ST SHOWING SPRING HAT COLLECTION	JOHN-FREDERICS INC.	29 EAST 48TH STREET
	John-Frederics have cancelled plans for a formal preview of their Spring Collection. Their new hats will be ready for inspection by the Trade and Press <u>after</u> Jan. 15th. Publicity: Miss French, PL. 3-1011.		
Thursday Jan. 15 1:00 P.M. Luncheon	COTILLION ROOM LUNCH- EON FASHION SHOW	ROSE AMADO	HOTEL PIERRE 5TH AVE. AT 61ST ST.
	Rose Amado will present Resort and Early Spring Originals by Jo Copeland at the weekly luncheon showing in the Cotillion Room of the Pierre. Open to public. Luncheon, \$2. Press by invitation. Reservations from Otero. Pierre Publicity: Kathleen Moran, RE. 4-5900.		
Thursday Jan. 15 Time Later	SACSON CAREER GIRL FASHION SHOW	GIMBEL BROTHERS	BROADWAY AT 33RD ST.
	Presentation of day time fashions for America's best-dressed career girls and career wives...new dresses designed by Sacson for early 1942 and the coming spring. Open to press and public. Gimbel Publ.: Marjorie Howard, PE. 6-5100. Sacson Publ.: Mary Burke (H. S. Salzman, Inc.), VA. 6-4750.		
Around Jan. 15	FIRST SHOWING: "ADRIAN ORIGINALS"	ADRIAN, LTD.	BEVERLY HILLS CALIFORNIA
	First Wholesale Collection of Gilbert Adrian (formerly designer for MGM Pictures). Adrian and Woody Feurt have taken entire building formerly occupied by Victor Hugo Restaurant. 1st Wholesale Collection will be followed by "Adrian Custom Models", both to include dresses, coats, suits and costumes, sold on an exclusive basis to one store in a city. Bonwit Teller will carry Adrian Originals in New York. The new building (decorated by Eleanor Le Maire, Interior Architect) will not be ready till March. Temporary headquarters are at 205 South Beverly Drive.		
Friday Jan. 16 Luncheon	"DUTCH-TREAT" LUNCHEON FOR BRIDAL SECRETARIES	THE BRIDE'S MAGAZINE	HAPSBURG HOUSE 313 EAST 55TH STREET
	The Bride's Magazine will hold an informal "Dutch-Treat" luncheon for bridal secretaries and other store personnel. Followed by general discussion and brief informative talks by outstanding people connected with the bridal business. Discussion conducted by Mrs. Alexandra Potts, Dir. Mdse. Service, Bride's Magazine. For further information, contact: MU. 2-1490.		
Friday Jan. 16 9:00 P.M.	FORMAL PREVIEW: LATIN-AMERICAN FAIR	R. H. MACY & CO. INC.	HERALD SQUARE 5TH FLOOR
	Macy's will open its giant Latin-American Fair, constructed after exhaustive expeditions to South America for design-inspiration and for the assembling of merchandise for sale, including: textiles, foodstuffs, leather goods, earthenware, ceramics, metal-wares, silverware, jewels, art, etc. Feature attractions: art gallery with hundreds of contemporary paintings; Temple of Jewels, copied after Mayan Temple of the Warriors and set in a simulated jungle; Street of Silver; Orchid House; and Café. Formal evening preview strictly by invitation. Fair opens to public, Saturday morning, Jan. 17, 9:30 A.M. Contact: Mr. Bert Bacharach, BR. 9-8565.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 19	OPENING OF NEW YORK SPRING MILLINERY MARKET WEEK.		
Tuesday Morning Jan. 20	MMEA SPRING FASHION CLINIC	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	WALDORF ASTORIA HOTEL
	Annual session preceding big Spring Millinery Fashion Show later that evening at Hotel Astor. Miss Virginia Pope, Fashion Editor, New York Times, will preside at clinic. Details in later issue. Publicity: Margery Hartman, CH. 4-6547.		
Tuesday Jan. 20-22	15TH ANNUAL DRY GOODS CONVENTION	WHOLESALE DRY GOODS INSTITUTE	HOTEL ASTOR B'WAY AT 45TH ST.
	Program includes speeches by outstanding authorities who will discuss problems of wholesaling and retailing as effected by war economy. For complete agenda, contact: Mr. Henry Matter, Exec. Sec., Wholesale Dry Goods Institute, BA. 7-0790.		
Tuesday Jan. 20 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW	MARY LEWIS FOR SEARS ROEBUCK	RITZ CARLTON HOTEL OVAL ROOM
	Mary Lewis, consultant to Sears Roebuck in Fashion Merchandising, will present a collection of Sears Roebuck Fashions for Spring 1942 at the weekly luncheon-showing in the Oval Room. Open to public. Luncheon \$2. Press by invitation. Mary Lewis Publicity: Rosemary Sheehan, PL. 8-3300. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Jan. 20 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER	MILLINERY STABILIZA- TION COMMISSION	HOTEL ASTOR GRAND BALLROOM
	7 P.M. formal dinner will precede 9 P.M. showing of new Spring Hat Fashions. This year's presentation will include Hats for Juniors, wind-up of contest staged at 5 Trade Schools to encourage development of young millinery designers and get young ideas on hats. Prize-winning hats will be presented and winners introduced. Open to Trade and Press (the latter by invitation). Admission, \$12.50 including dinner; \$7.50 without (in mezzanine seats). Publicity: Margery Hartman, CH. 4-6547.		
Wednesday Jan. 21 10:30 A.M.	PRESS OPENING: NEW "CUSTOM HAT BOX"	BLOOMINGDALE'S	LEXINGTON AT 59TH ST. 3RD FLOOR
	Bloomingdale's will introduce Custom-Order Hats in a charming new Salon, the "Custom Hat Box", directed by Lil Picard, talented young Paris creator who closed her own Salon to open Bloomingdale's. Publicity: Karen Hollis, VO. 5-5900.		
Wednesday Jan. 21	EXHIBIT: "THE ART OF REMBRANDT"	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
	Comprehensive exhibit of the most significant masterpieces in the Museum's collection of paintings, drawings, and prints by Rembrandt. On the same day, the Junior Museum will open an exhibit entitled, "Rembrandt's Holland", Dutch portraits and scenes of the XVII century related to the Rembrandt exhibit. February Exhibitions (dates not yet set), will include "Masterpieces of Early American Decorative Arts", "Chinese Shadow Puppets" and a "Loan Exhibition of Colt Revolvers." Publ.: Alice Merriam, RH. 4-7690.		
Jan. 23	PUBLICATION DATE OF VOGUE'S 5TH ANNUAL "AMERICANA" ISSUE.		
Friday Jan. 30 10:00 P.M. On.....	DIAMOND JUBILEE BALL	NATION-WIDE PROGRAM TO HONOR PRES. ROOSEVELT	WALDORF ASTORIA HOTEL GRAND BALLROOM
	New York social leaders are arranging gala Diamond Jubilee Ball to celebrate 60th birthday of the President. Proceeds go in equal shares to		

(Continued on following page)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(Continued from preceding page)			
Nat'l Foundation for Infantile Paralysis and Greater N.Y. Chapter. Honorary Chairm.: Mrs. Cornelius Vanderbilt. Co-Chairm. of Ball Committee: Mrs. Henry J. Topping, Jr. and Miss Marion S. Oates; Entertainment Committee: Mrs. Otto Ludwig Preminger. Ball will open formally with pageant of lace and jewels. Heads of Committees and distinguished debutantes will dance the Jubilee Waltz wearing lace "fin de siècle" gowns and diamonds. Many will impersonate their own ancestors. Open to public. Admission, \$7.50. Tickets from Room 587, Waldorf Astoria Hotel. Publicity: Adèle Brown and Dorothy Wentworth King, PL. 3-2663.			

Monday Feb. 2	OPENING OF KARINSKA DESIGN SCHOOL	MADAME KARINSKA	23 EAST 56TH STREET
Karinska, formerly of Moscow, Paris and London, now conducting a Maison de Couture in New York as well as designing for the cinema, stage and Ballet Russe, will open a school of Costume Analysis and Design. Curriculum includes construction, cutting, history, color, textiles and the elements of design. Associated with Mme. Karinska are Doris Edson, formerly of the Traphagen School of Fashion, and Miss Lucy Barton, author of "Historic Costume for the Stage". For further information, write Miss Edson, 23 East 56th Street, or phone EL. 5-5430 after Jan. 10th.			
Monday Feb. 2	NAT'L NOTION & NOVELTY SHOW	NATIONAL NOTION ASSOCIATION	PENNSYLVANIA HOTEL
National Notion Week will get under way with showings at Hotel Pennsylvania by leading notion manufacturers. High spot of week will be Notion Buyers' Club banquet, Tues. Evening, Feb. 3rd. For further information, consult Mr. Arthur Mellin, Nat'l Notion Assoc., CA. 5-9020; or Mr. George English, Exhib. Mgr., N.Y. Housewares Club, Hotel Pennsylvania, PE. 6-5000.			
Wednesday Feb. 11 and Thursday Feb. 12	66TH ANNUAL DOG SHOW	WESTMINSTER KENNEL CLUB	MADISON SQ. GARDEN
66th Annual Dog Show, staged by Westminster Kennel Club, will be Red Cross benefit. Exhibitors obtain blank from Westminster Kennel Club, 590 Madison Ave., or Foley Dog Show Organization, 2009 Ranstead St., Philadelphia. Open to public. General admission, \$1.65. 55¢ extra for reserved seats on second night (Feb. 12th). Publicity: Mr. Joseph Ryle, PL. 5-8592.			
Saturday Feb. 21- March 1	NATIONAL SPORTSMEN'S SHOW FOR 1942	CAMPBELL FAIRBANKS EXPOSITIONS	GRAND CENTRAL PALACE LEXINGTON AT 46TH
Exhibits by states of New York, New Jersey, Maine, New Hampshire, Maryland and Florida as well as Canadian Provinces. Wild game and birds will be shown in their native surroundings; live woodland animals; fish in artificial brooks, etc. Competitive attractions now being arranged, including fishing and other water contests, etc. For further information, address Campbell Fairbanks Expositions, 925 Park Sq. Bldg., Boston, Massachusetts.			

#### DATES AHEAD

Jan. 30	PRESIDENT'S BIRTHDAY BALL (Fri.)
Feb. 12	LINCOLN'S BIRTHDAY (Thursday)
Feb. 14	ST. VALENTINE'S DAY (Saturday)
Feb. 18	ASH WEDNESDAY (Lent Begins)
Feb. 22	WASHINGTON'S BIRTHDAY (Sunday) (Celebrated Mon. 2/23)
Apr. 5	EASTER SUNDAY

#### RED LETTER WEEKS

Jan. 12-16	N.R.D.G.A. CONVENTION
Jan. 17-23	NATIONAL THRIFT WEEK
Feb. 8-15	NATIONAL DRAMA WEEK
Feb. 12-22	NATIONAL DEFENSE WEEK
Feb. 15-22	NATIONAL CHERRY WEEK
Feb. 21-28	NATIONAL SEW AND SAVE WEEK
Mar. 1-8	NATIONAL DISPLAY WEEK



MUSIC... THEATRE... CINEMA... NIGHT SPOTS

- Sunday  
Jan. 4 POPULAR-PRICED WEEKLY CONCERT SERIES AT CARNEGIE HALL  
Sponsored by Mayor F.H. LaGuardia and N.Y.C. W.P.A. Music Project. Maurice Abravanel will conduct 1st three programs. Helen Jepson, Metropolitan Opera soprano, will be Jan. 4th soloist; Josef and Rosina Lhevinne, duo-pianists will be soloists on Jan. 11th; Roland Gundry, violinist, on Jan. 18th. Series continues through March 15th. Admission, 50¢ to \$1.50.
- Tuesday  
Jan. 6 PREMIERE: "POPPA IS ALL" GUILD THEATRE, WEST 52ND STREET  
Comedy by Patterson Greene, with Jessie Royce Landis, Benton Reid, and Celeste Holm. 3rd in Theatre Guild's Subscription Series. Costumes adapted from original Pennsylvania Dutch. Publicity: Joseph Heidt, CO. 5-0024.
- Wednesday  
Jan. 7 NEW SHOW GOING INTO RAINBOW ROOM -- 30 ROCKEFELLER PLAZA  
Featuring Charles Weidman, famous concert dancer, assisted by Katherine Litz and Peter Hamilton; Elsie Houston, Brazilian singer, and Walton and O'Rourke's marionette revue. Carmen Cavallero's orchestra will alternate with Clemente's Rhumba Band. Publicity: Ed. Seay, CI. 5-9000.
- Thursday  
Jan. 8 PREMIERE: "JOHNNY ON A SPOT" PLYMOUTH THEATRE, 236 WEST 45TH STREET  
Comedy by Charles MacArthur, produced by the Messrs. Shubert, with Will Geer, Keenan Wynn, Edith Atwater and Joseph Sweeney in cast. Publicity: C. P. Gronoker, CI. 6-9500.
- Saturday  
Jan. 10 METROPOLITAN OPERA BROADCAST - MOZART'S "THE MAGIC FLUTE" NBC BLUE NETWORK  
Starring Alexander Kipnis, Rosa Bok, Charles Kullman, Jarmila Novotna, John Brownlee, Natalie Bodanya, Karl Kaufketter and Friedrich Schorr. Bruno Walter conducting. Sponsored by Texas Company. Publicity: Constance Hope, PL. 3-3390.
- Tuesday  
Jan. 13 PREMIERE: "THE RIVALS" SHUBERT THEATRE, 225 WEST 44TH STREET  
Richard Brinsley Sheridan revival with Mary Boland, Bobby Clarke and Walter Hampden, presented by Theatre Guild. 4th in subscription Series. Costumes by Watson Barratt. Miss Boland's Costumes by Helène Pons. Publicity: Joseph Heidt, CO. 5-0024.
- Wednesday  
Jan. 14 PREMIERE: "PORTRAIT OF A LADY" ????  
New Ruth Gordon comedy by Alexander King and Chester Erskin, produced by (Tentative) Aldrich & Meyers-Hughes and Ewing. Settings by Donald Oenslager. Costumes for Miss Gordon by Bergdorf Goodman. Publicity: Mr. Bill Doll, PE. 6-9468.
- Saturday  
Jan. 17 ALL-MOZART PROGRAM CARNEGIE HALL, WEST 57TH STREET  
Orchestral works, with Dr. Otto Klemperer conducting 55 members of New York Philharmonic Symphony Orchestra. Also short opera, "The Impresario". Sponsored by Comm. for Preservation of Austrian Art and Culture in U.S.A.
- Monday  
Jan. 19-24 SONJA HENIE'S HOLLYWOOD ICE REVUE, MADISON SQUARE GARDEN, 8TH AT 50TH ST.  
and Sonja Henie herself makes five appearances, including her famous solo and tango. Admission, from \$1.10. Madison Square Garden Publicity: Mr. Ted Deglin, CO. 5-6800.
- Friday  
Jan. 23 PREMIERE: "CAFÉ CROWN" WINDSOR THEATRE, 157 WEST 48TH STREET  
Drama by H.S. Kraft, produced under auspices of Carly Wharton and Martin Gabel, with Morris Carnovsky, Mitzi Hajos, Sam Jaffee, and Paula Miller in cast.
- Monday  
Jan. 19 PREMIERE: "ALL IN FAVOR" HENRY MILLER THEATRE, 124 WEST 43RD ST.  
(Tentative) Comedy by Lou Hoffman and Don Hartmann, revolving around frenzied activities of a boy's club in Washington Heights. Produced by Robert Montgomery, Elliott Nugent and Jesse Duncan. Cast includes J.C. Nugent, Frank Conlan, Robert Readick and Tommy Lewis. Publicity: John Peter Toohey, CI. 6-6737.
- Week of  
Jan. 19 PREMIERE: "PORGY AND BESS" ????  
(Tentative) Revival of Gershwin opera, produced by Cheryl Crawford. Todd Duncan and Anne Wiggins Brown of original production will be starred. Costumes by Paul du Pont; sets by Herbert Andrews. Publicity: Jean Dalrymple, MU. 5-3114.